



TORRANCE PRESS

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NO. 32

**22 More Shopping Days
Left Until Christmas**

**More Parking Available
In Time for Christmas**



Christmas Shopping Season Starts, Santa Claus Parade Scheduled Here

Schwinn Bikes Offered In Press 'Dear Santa' Contest

It's time again for those letters to Santa Claus. This year, two Schwinn bikes will be given away to the boy and girl writing the best letter.

As in the past, the Torrance Press is again inviting youngsters to write letters to Santa Claus. Some of these letters will be published from week to week and all of them will be turned over to Santa Claus who will be staying here in Santaland this holiday season.

The bikes have been donated by the Torrance Cycle and Sports shop, 1421 Marcelina.

The contest will be open until Monday, December 17, 5 p.m. and the winners will be announced Thursday, December 20.

Youngsters, up to and including high school age, living in the circulation area of the Torrance Press, are eligible.

All you have to do is fill out the accompanying coupon, and write your letter on an accompanying piece of paper, and send both to the Torrance Press.

There's no special topic on which to write. Simply write a letter to Santa Claus.

Letters will be judged on the basis of originality, naturalness, and the Christmas spirit.

ENTRY BLANK

Name

Address

street city

Phone Number..... Age.....

School..... Grade.....

SANTALAND PLANNED FOR EL PRADO PARK

The magic moment is here again—the Christmas shopping season. Stores, suddenly changed into Santa's own wonderland, come alive. The whole town becomes a giant showcase of dazzling gifts, glittering lights and sparkling decorations.

That wonderful, tingly Christmas feeling is in the air again as the Yule lights go on and the store windows are unveiled.

Downtown Torrance merchants have gone all out this year to provide the widest selection and the biggest bargains ever in order to make Christmas shopping in Torrance a holiday pleasure.

As last year, a gala Christmas parade will be staged again. There will be bands, floats, and mounted groups from all over Southern California. They will herald the arrival of Santa Claus who will appear at the climax of the parade.

The parade will wind up in Santaland, corner Cravens and El Prado, where Santa will make his residence for the remainder of the Christmas season.

The parade, sponsored by the Retail Merchants division of the Torrance Chamber of Commerce, is being coordinated by Lt. D. C. Cook of the Torrance Police Department.

The parade will be held next Friday, December 7, at 6 p.m. It will start at Cabrillo and Carson and then swing through the city, ending up at Santaland.

Plans for setting up Santaland—complete with reindeer, "snow," and Santa's workshop—were to get underway today.

In addition to making his headquarters here, Santa Claus will walk up and down the streets of downtown Torrance for two weeks following the parade, giving away lollipops and talking to the youngsters.

Tentative plans are also being made to fly Santa in by helicopter Saturday morning, December 8, at 9:30 a.m.

Offering to bring Santa into town in 20th century style is Duschak's Helicopter Rotor Service, 22597 S. Western ave., Torrance.

More Off-Street Parking Provided For Shoppers

Constant efforts to improve parking conditions in downtown Torrance have been made for the convenience of shoppers.

This year, Christmas shoppers will notice the difference.

In addition to a number of large lots which are strategically located around downtown Torrance, a number of large new lots will be available to lighten the parking load.

One brand new lot will be the one located next to the old city hall on Cravens near El Prado. The city has been working diligently the last few months to clear the area of the fire and police stations.

The area, plus an adjoining lot from which a house has been removed, will provide a considerable addition to our off-street parking spaces.

Also offering more parking space as a result of remodeling is the city's other parking lot, corner Cravens and El Prado (across from the Civic Auditorium).

This lot now features convenient entrances and

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Special Store Hours Start Dec. 7

Charley Gotts, president of the Retail Merchants division of the Torrance Chamber of Commerce announced today that all downtown Torrance business houses will be open until 9 p.m., effective December 7. The only exception to this, Gotts pointed out, will be December 24 at which time a 6 o'clock closing will be observed.

Gotts pointed out that the increased schedule will be enforced to offer better service to the many people of the area who are unable to shop in daylight hours. A record crowd is expected on Friday evening, December 7. Gotts stated, to witness what promises to be one of Torrance's outstanding parades which will start at 6 p.m. from the corner of Cabrillo and Carson.

This Issue Has 56 Pages to Help With Your Christmas Shopping